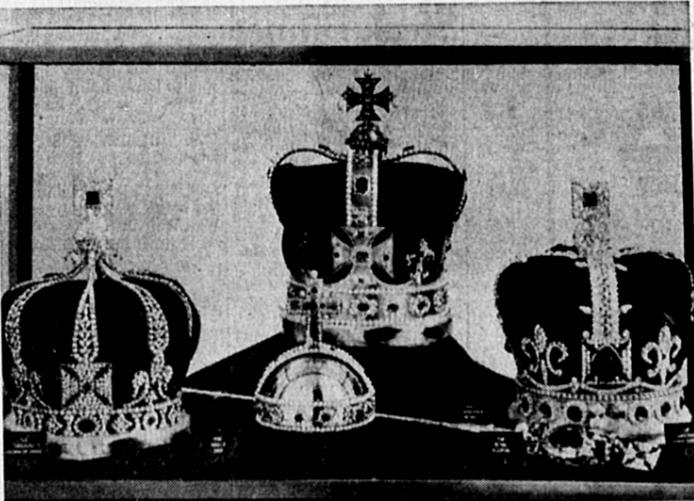


PROJECT UNDER WAY . . . Construction has begun on a five-acre, ocean-view site in Hollywood Riviera on the Cote d'Azur Villas. The privately owned apartments will have a swimming pool, a private beach, and the latest electric appliances. The 87 apartments will command a view of the coastal cities, neighboring Palos Verdes Peninsula, and the Pacific.



CROWN JEWELS . . . Replicas of the famed British Crown Jewels will be on display at the Broadway Del Amo Saturday, Sept. 8. The collection, valued at more than \$20,000, is owned by a clothing firm. The display features the five best known items in the original collection. Pictured here are the Imperial Crown of India, the Orb, St. Edward's Crown, the Royal Sceptre, and the Imperial State Crown.

Former Opponent Backs Gibson

Endorsement of Councilman John S. Gibson Jr. for county assessor was announced this week by another former competitor for that office, Clarence G. Byson of Glendale.

"John Gibson is a man of proved performance, not glib promises," Byson declared. "He has the integrity, experience and ability to carry out his program for modern, economic and efficient operation of the assessor's office, with fair and impartial consideration of all taxpayers — a program which I heartily endorse."

BYSON, a 38-year resident of Los Angeles County, businessman and civic leader, called attention to Gibson's "long record of honest public service, in which he has demonstrated his stability and seasoned judgment in resisting the pressures that are inevitably brought to bear upon anyone in public life." He said that such qualities are essential in the assessor's office.

"Among Councilman Gibson's other outstanding qualifications is his experience of 10 years as a member and twice chairman of the Revenue and Taxation Committee, which entails coordination with the entire county and all segments of its economy and population," Byson pointed out.

"FROM MY OWN wide experience in appraising properties in this rapidly developing area," he noted, "I have found that technical knowledge alone is not sufficient. It must be supplemented by a broad base of overall experience and sound judgment."

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